



## media release

Thursday, 18 March 2010

### **MOVE launch attracts national attention**

MOVE, the first industry-wide audience measurement planning tool for outdoor media in Australia, has been successfully launched in each capital city.

Over 1000 members of the media and advertising industry attended the breakfast briefings held in Sydney, Melbourne, Perth, Adelaide and Brisbane.

This was the first national launch conducted by the OMA and the first official week of business for the OMA's new Chief Executive Officer Charmaine Moldrich. *"What a great time it is to join the OMA with the launch of MOVE, a world first for the Out-of-Home industry. It has provided me with a wonderful opportunity to meet so many of our members as well as the media agencies and clients."* Ms Moldrich added *"The response from the industry has been overwhelming with over 31 agencies and over 800 users currently signed up to use MOVE"*.

Following the national launches, in another industry initiative, the Sales Directors of each the major companies in Out-of-Home industry have teamed up with the OMA to carry out a series of joint presentations to introduce and familiarise agency staff, unable to attend the launches, to the web-based system. In the two weeks following the launch over 30 agencies have participated in this initiative, CEO Charmaine Moldrich said: *"Feedback received from the national roadshow launches and the agency presentation on the MOVE audience measurement system has been extremely positive and agencies are keen to start using the system"*.

MOVE Chairman Steve O'Connor said *"We are pleased with the rapid take up of the system and the speed in which agencies have signed Access Agreements to use MOVE. In the initial stages of its roll out MOVE will be provided free-of-charge to media agencies and from 1 September 2010 a fee-for-use will be introduced. The fee will cover the costs of the Helpdesk, licences and training"*. Mr O'Connor added *"additional costs of system updates and enhancement will be covered by the Out-of-Home industry."*

In addition, the Outdoor Media Association is providing formal MOVE user training sessions at a training facility in each capital city during March and April. A helpdesk will be available for further assistance, along with e-learning modules specifically developed for users and agencies.

The Media Federation of Australia have been involved in the development of MOVE since its inception. Carol Morris, Executive Director of the MFA said *"Our members are very excited about the opportunities and innovations that MOVE will offer the industry. The effort in getting to this stage has been an incredible testament of strength from all areas. The contribution made by John Grono, representing the MFA has been extraordinary and as a collective team working towards to the rollout it just proves what can be achieved through true collaboration"*. Ms Morris added *"The launch of MOVE has not left any stone unturned and through the series of live events, supporting material and ongoing workshops, we believe that MOVE has the opportunity to be fully embraced and used by the industry immediately."*

*ENDS.*

About MOVE:

- MOVE introduces a new and more accurate audience measurement currency – Likelihood To See (LTS) – meaning that only those people who in all probability will see an outdoor advertising face will be included in the results. Most other media base their results on all people who have the 'opportunity' to see regardless of whether they actually do or not.

Key features of the MOVE system:

- Outdoor media inventory measured across the five markets of Sydney, Melbourne, Brisbane, Adelaide and Perth (same Primary Coverage Areas as OzTAM television ratings).
- A cross-format planning tool that will produce audience measurement results for any combination of formats and/or markets against more than 110 demographics.
- A comprehensive data base comprising:
  - Site characteristics of 60,000 faces across the four categories of Roadside – billboards; Roadside – other; Transport and Retail/Lifestyle.
  - Australian Bureau of Statistics Census population statistics.
  - Travel information of 600,000 individual person trips sourced from 68,000 Government Household Travel Surveys.
  - Land use information of each market – schools, shopping centres, workplaces, etc.
  - Road, public transport and pedestrian networks of each of the five markets.
  - Survey results of 15,000 respondents used to determine movement within airports and shopping centres, as well as trip variability over time.
  - Eye tracking studies covering 15 years global research.
- Data stored on a cluster of 32 computers from which audience measurement results are generated.
- Includes mapping technology to clearly show geographic distribution of outdoor media campaigns.

MOVE is now the only Australian outdoor media measurement system endorsed by the OMA, MFA and AANA.

**For further information: Charmaine Moldrich 02 9357 9900**